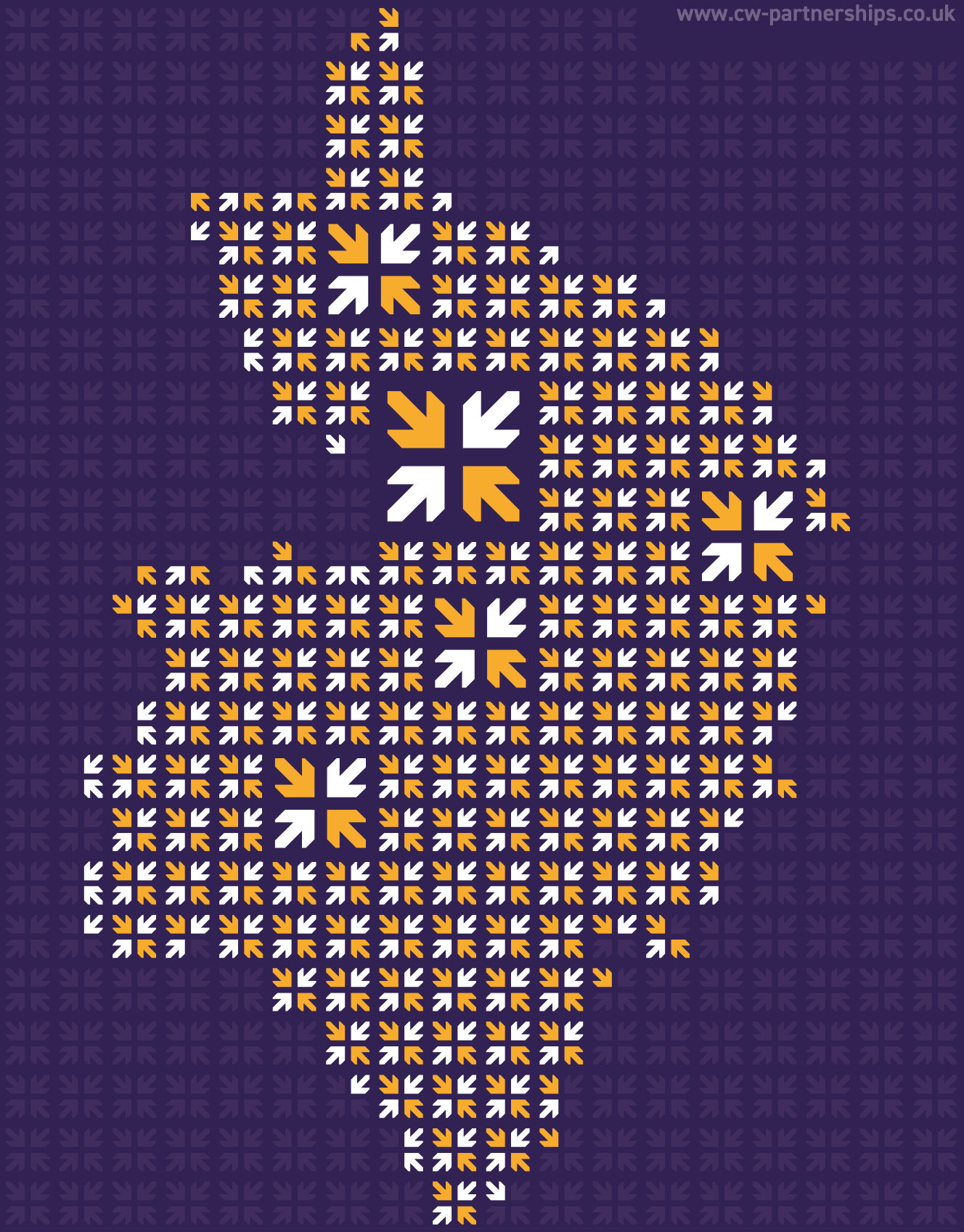
www.cw-partnerships.co.uk



PARTNERSHIP OPPORTUNITIES

FOR VENUES & HOTELS

COVENTRY & WARWICKSHIRE
CONVENTION BUREAU
Part of DC

COVENTRY & WARWICKSHIRE
CONVENTION BUREAU

WE SUPPORT THE CREATION OF DEMAND

BENEFIT FROM BEING PUT IN FRONT OF THE VISITOR ECONOMY

£2.1 billion+
VISITOR ECONOMY

25 million+
VISITORS

17,000+
JOBS SUPPORTED

Our ambition is simple: attract more **MICE business** (Meetings, Incentives, Conferences, Exhibitions), **more visitors** and **more overnight stays** to the region, creating greater opportunity for our hotels, accommodation businesses and venues. The convention bureau supports in major bids, manages enquiries and sourcing venues dedicated to Coventry & Warwickshire.

WE PROMOTE OUR REGION

We build relationships with event organisers, associations, corporates and buyers, promote the destination, support major bids and represent the region in the UK and internationally. With the Coventry and Warwickshire Convention Bureau, we are stronger when we market together.



ANSTY HALL

BE PART OF SOMETHING BIGGER

Through the Coventry & Warwickshire General Manager (GM) Hotel & Accommodation Association and Coventry & Warwickshire MICE Venues Association, partners have a collective voice and a platform to:

- Share opportunities and intelligence
- Create referrals and collaborate
- Shape the future of the destination
- Strengthen our collective proposition
- Connect with buyers and decision-makers
- Access sales missions, FAM activity and destination campaigns
- Represent Coventry & Warwickshire at key UK and international MICE trade shows
- Be represented in the official regional Event Planner Guide and visitor guides for leisure where appropriate

TAKE YOUR BUSINESS TO THE MARKETPLACE

Trade shows and sales missions put us directly in front of bookers and agencies. Through the MICE Venues Association, venues can benefit from collective representation at key UK and international MICE events, creating greater visibility, stronger buyer relationships and opportunities that can turn into enquiries and future business, which in turn supports our partner hotels in filling rooms, food and beverage spend and usage of leisure facilities.

The Convention Bureau also creates opportunities for hoteliers to participate in non-MICE trade shows and trade missions, supporting business development, networking and destination promotion across the wider hospitality sector.

5.1 million+
VIEWS ACROSS OUR SOCIAL MEDIA CHANNELS ANNUALLY

350,000+
UNIQUE ACTIVE AND ENGAGED VISITORS TO OUR WEBSITES WITH OUTSTANDING DWELL TIMES

2.5 million+
IMPRESSIONS ACROSS LINKEDIN

£33 billion+
ANNUAL ECONOMIC IMPACT OF UK EVENTS INDUSTRY

THE COMMERCIAL OPPORTUNITY

A conference fills a venue. It also fills bedrooms. It creates restaurant spend, transport demand, visitor experiences and opportunities for businesses across the region.

C&W Convention Bureau works collaboratively with Coventry City Council, Warwickshire County Council, Visit Coventry, Visit Warwickshire and Shakespeare's England to deliver a coordinated, region-wide approach to destination promotion and business development.

CBS ARENA



AS A DESTINATION, LET'S MAXIMISE OUR CONNECTIVITY & OFFERING

- 75% of England is within a two hour drive
- 6 million people within a one hour drive
- Heart of the motorway network
- London under one hour by train
- Excellent train links to other major cities
- Major international airport
- Outstanding venues
- Outstanding hotels
- Outstanding region to visit

WIN MORE, TOGETHER

The future belongs to destinations that collaborate, compete collectively and make it easy for buyers to choose them.

Together we create demand, strengthen our proposition, open doors and put Coventry & Warwickshire in front of the right people.

Don't just be promoted by the destination. Help shape it. Represent it. Connect with it. Benefit from it, be part of the conversation.

WE ARE STRONGER TOGETHER

COVENTRY & WARWICKSHIRE
CONVENTION BUREAU

SHAPE THE DESTINATION

Have a voice in the future development of Coventry and Warwickshire (C&W) visitor economy, by being an active partner to the C&W MICE Venues Association and the C&W General Manager Hotel & Accommodation Association.

Access to exclusive MICE WhatsApp and LinkedIn channels for industry updates, networking and business opportunities.



WARWICK ARTS CENTRE

C&W MICE VENUES ASSOCIATION

WIN MORE MICE BUSINESS

- Collaborate with other venues to identify and pursue new meetings, conferences and event opportunities.
- Create stronger regional assets and solutions.
- Develop referral relationships that can turn enquiries into business for your venue.

SHARE MARKET INTELLIGENCE

- Gain insight into buyer expectations, market trends and emerging opportunities.
- Share intelligence from trade shows, agencies and event organisers.
- Discover which sectors and markets offer the greatest potential for regional growth.

COLLABORATE ON SALES & MARKETING

- Work collectively on familiarisation (FAM) trips, trade events and buyer engagement.
- Strengthen Coventry & Warwickshire's presence at key MICE exhibitions.
- Benefit from preferential rates for stand shares at major industry events such as The Meeting Show in London and CHS in Manchester
- Be represented at international trade
- Pool expertise and resources to create world class destination assets to attract a wider audience.

BUILD YOUR INDUSTRY NETWORK

- Develop relationships with venue sales, commercial and business development leaders.
- Share best practice, ideas and solutions to common industry challenges.
- Build partnerships that can generate referrals, collaboration and commercial opportunities.

INCREASE YOUR BUYER VISIBILITY

- Raise your profile with event agencies, bookers and corporates through collective representation.
- Strengthen your profile as part of a wider, credible regional MICE proposition.
- Help put Coventry & Warwickshire firmly on the national and international events map.

SHAPE THE MICE DESTINATION

- Have a direct voice in how the region is marketed, positioned and sold.
- Influence future trade activity, FAM programmes and buyer engagement.
- Work with fellow venues to create a stronger and more competitive destination proposition.

STAY AHEAD OF THE MARKET

- Hear directly from industry experts, trade show leaders and buyers.
- Explore developments affecting the events industry, from buyer expectations to sustainability and technology.
- Take insight back to your business to support better sales and commercial decisions.



CBS ARENA



NAEC STONELEIGH

C&W GENERAL MANAGER HOTEL & ACCOMMODATION ASSOCIATION

IMPROVE BUSINESS PERFORMANCE

- Share practical ideas, experiences and best practice.
- Learn from the successes and challenges of other regional businesses.
- Identify opportunities to improve performance, profitability and competitiveness.

ACCESS LOCAL MARKET INTELLIGENCE

- Gain access to relevant regional performance and market data such as STEAM and regional Booking.com data.

STR DATA

- Understand changing demand, visitor trends and major events coming into the region.
- Use collective intelligence to make better informed commercial decisions.

INCREASE HOTEL DEMAND

- Work collectively to attract more business events, visitors and overnight stays.
- Understand how major events and destination activity can translate into room night opportunities.
- Collaborate with the Convention Bureau to maximise the accommodation benefit from regional business tourism.

STRENGTHEN YOUR VOICE

- Give General Managers a collective voice on issues affecting the accommodation sector such as the Tourism Levy and ABID.
- Raise common challenges and opportunities directly with destination and industry stakeholders.
- Draw on collective knowledge and expertise of the regions hotel leadership community.

SHARE SOLUTIONS & EXPERTISE

- Learn from peers facing similar operational and commercial challenges.
- Share approaches to technology, staffing, costs, profitability, revenue and guest experience.
- Bring together the collective knowledge of the region's hotel leadership community.

BUILD SENIOR LEVEL CONNECTIONS

- Develop stronger relationships with General Managers and senior hospitality leaders across the region.
- Create opportunities for collaboration rather than operating in isolation.
- Build a trusted network that can provide ideas, contacts and support.

PREPARE FOR THE FUTURE

- Stay informed about major developments affecting hospitality.
- Explore emerging opportunities such as AI, technology, changing consumer behaviour and new markets.
- Ensure Coventry & Warwickshire's accommodation sector remains competitive, innovative and future ready.

SHAPE THE FUTURE OF HOSPITALITY

- Have a direct role in shaping the region's visitor economy and accommodation strategy.
- Influence how Coventry & Warwickshire attracts and supports future demand.
- Help create a stronger, more connected and more profitable hospitality sector.



COOMBE ABBEY HOTEL

BRITISH MOTOR MUSEUM



COVENTRY & WARWICKSHIRE
CONVENTION BUREAU



MORE THAN BUSINESS. A DESTINATION FOR LEISURE

CONNECTING EXPERIENCES TO A £2.1 BILLION VISITOR ECONOMY

Coventry & Warwickshire's £2.1 billion visitor economy is built on the full breadth of experiences that attract people to our destination, encourage them to stay longer, spend more and return again.

MACDONALD ALVESTON MANOR HOTEL

WESTON HALL HOTEL

From exceptional restaurants and vibrant bars to indulgent spa days, swimming pools, gyms, golf courses and driving ranges, our hotels and venues play an important role in the region's leisure offer. They provide places to unwind, opportunities to connect and experiences that turn a visit into something more. Private dining, celebrations, weddings and special occasions bring people together, while weekend breaks, countryside escapes and memorable overnight stays encourage visitors to explore more of Coventry & Warwickshire.

MORE VISIBILITY. MORE EXPERIENCES DISCOVERED. MORE REASONS TO VISIT, STAY LONGER AND RETURN.

With our destination marketing channels including Visit Coventry, Visit Warwickshire and Shakespeare's England and extensive social media channels, there are opportunities to showcase the region's diverse leisure offer to people looking for places to stay, eat, relax, celebrate and explore. These official visitor platforms help inspire trips, promote experiences and connect visitors with the businesses that make our destination distinctive.

Through Coventry & Warwickshire Convention Bureau and collaboration across our destination, we can strengthen the visibility of our leisure offer, connect businesses with wider promotional opportunities and encourage more visitors to discover everything the region has to offer.



VAULT 52 | UNIQUE EVENT SPACE AT WINDMILL VILLAGE HOTEL

"Creating exceptional experiences is only part of the opportunity. Connecting those experiences with the visitor market is what helps turn potential demand into visits, bookings and local spending.

WHAT NATIONAL INDUSTRY EXPERTS HAVE TO SAY...

How do you demonstrate the value of your destination and your business without being part of the conversation? Face-to-face engagement is how we tell the story, build relationships and demonstrate what Coventry & Warwickshire has to offer. Your Associations provide the platform to do this and to take that collective story to trade shows and beyond.

The most successful destinations work together. By creating greater synergy across venues, hotels and the wider visitor economy, we strengthen the proposition and create more opportunities to win business. Being an active part of the Coventry & Warwickshire Associations should therefore be seen as an important part of your wider business development strategy."

JACK NEWEY
INTERNATIONAL CONFEX

Being part of Coventry & Warwickshire associations and its Convention Bureau is a significant opportunity to demonstrate the value of collaboration over isolation. The strength of attendance across your associations reflects the depth of the Coventry & Warwickshire offer and the ambition and vision behind it.

Being part of this process gives businesses the opportunity to understand the regional strategy, contribute to it and help shape its direction, while building stronger relationships with peers and identifying opportunities to collaborate."

EMMA KING
CHS GROUP

Being able to deliver insights, market performance data, and domestic and international travel intelligence directly to the Coventry and Warwickshire Hotel and Accommodation Association has been fantastic. We look forward to continuing to engage with hotels across the region and building on the performance gains achieved so far."

CLAUDIA MEOLA
BOOKING.COM

By connecting your individual businesses to a clear destination proposition, you strengthen both the region and your own commercial opportunities.

Event organisers buy the destination before they buy the venue. They want to understand what a region can offer, its connectivity, accommodation, venues and wider experience. That is why a Coventry & Warwickshire pavilion at key trade shows makes commercial sense. You should be selling the destination together, not competing to sell it separately."

JACK MARCZEWSKI
THE MEETINGS SHOW

Given the fragmented nature of our industry, being part of Coventry and Warwickshire Associations is incredibly valuable. It provides an opportunity to work collaboratively across the destination, strengthen the supplier chain, create synergies and develop more cost-effective solutions that benefit everyone.

Achieving best-in-class results, from venues to hotels, is much easier when you work together. It can be a lonely place making strategic decisions within an individual business, but being part of a collective destination approach provides a broader strategic platform, shared insight and the opportunity to achieve more together than we could alone."

JACKIE KAVANAGH
EDGE VENUES

The importance of market intelligence is critical, it helps venues understand industry trends, identify opportunities and make informed strategic decisions. Through data and insights delivered via the Coventry and Warwickshire Associations, Venue Directory helps answer the key questions facing boards and management teams, providing practical solutions to support business growth so for you to part of such effective associations is value adding.

With 33% of business currently going into London, there is a significant opportunity for Coventry and Warwickshire to work more collaboratively as a destination, strengthen partnerships and capture a greater share of the market."

JASON GUTTERIDGE
VENUE DIRECTORY

OUR REGIONAL PARTNERS

We're delighted to work with a fantastic network of regional partners who share our passion for bringing businesses together, building meaningful relationships and creating opportunities for growth. For us, it's about more than being part of a network; it's about feeling connected, supporting one another and working together as a community to help our region thrive.

Together, we have an opportunity to champion our destination, celebrate what makes us unique and showcase our personality, strengths and ambitions to audiences across the UK and internationally. By working collaboratively, we can strengthen our profile, enhance our competitiveness and ensure our region stands out for all the right reasons.

EXECUTIVE SUMMARY

Together we can showcase the very best of our destination and the businesses that make it special to UK and international markets. By strengthening our collective destination offer, raising our profile at key industry trade shows, building relationships with bookers and agencies, engaging directly with corporate clients and targeting the leisure market, we can open doors, increase visibility and unlock new commercial opportunities for us all.

C&W MICE VENUES ASSOCIATION
Partner invitation

C&W GENERAL MANAGER HOTEL & ACCOMMODATION ASSOCIATION
Partner invitation

HOSTED EVENTS
Showcase your venue with a hosted event

EVENT PLANNER GUIDE
Showcased with discounted advertising

VISITOR GUIDES
Be showcased for your leisure activities

TRADE SHOWS
Be represented at trade shows & stand share

SALES MISSIONS
Co-ordinate BIDS and field enquiries with venue sourcing

INTERNATIONAL PARTNERS
VisitBritain, VisitEngland, UKinbound & more

BLOGS
Be featured in editorial content for leisure activities

TRADE PUBLICATIONS
Benefit from inclusion within destination assets

NETWORKING
Create referrals through networking

MARKET INTELLIGENCE
STR & STEAM Data

STRENGTHEN YOUR VOICE
Shape your destination

DESTINATION MANAGEMENT ORGANISATION WEBSITE
Promoting your Leisure Offering

META ADVERTISING
Be featured in editorial content for leisure activities

LINKEDIN
Be featured in editorial content in LinkedIn

MEET C&W WEBSITE
Be featured in meetcoventryandwarwickshire.co.uk

SALES ENQUIRIES
Lead generation, enquiries managed and passed to partners

PRODUCT & PROMOTION ASSOCIATION
Be first and understand events in the market

TARGETING BIDS FOR THE REGION

EXCLUSIVE SOCIALS
Exclusive access to WhatsApp Groups and LinkedIn channels

PAVILLION DISCOUNTS
Partner discounts for Pavillion at major trade shows with priority

ANNUAL PARTNERSHIP FEE

HOTELS & ACCOMMODATION

Number of Hotel Rooms	1 to 25	26 to 50	51 to 75	76 to 100	101 to 125	126 to 150	151 Plus
Annual Partnership	£395	£495	£595	£695	£795	£895	£995
Featured	£150	£150	£150	£150	£150	£150	£150
Hotel Restaurant & Bar	£100	£100	£100	£100	£100	£100	£100
Hotel Spa Facilities	£100	£100	£100	£100	£100	£100	£100
Hotel Sporting & Fitness Facilities	£100	£100	£100	£100	£100	£100	£100

Please note that fees for hotel accommodation are based on the number of rooms. Any additional meeting, conference or exhibition space will be charged separately, as outlined below.

MICE VENUES, MEETING & EVENT SPACES

Number of Delegates	20 to 100	101 to 200	201 to 500	500 to 1000	000 to 250	501 to 500	5001 plus
Annual Partnership	295	395	495	595	995	2495	3495

ADDITIONAL ADVERTISING (DISCOUNTED PRICE FOR PARTNERS)

	Quarter Page	Half Page	Full Page	Double Page
Annual Event Planner Guide for Business MICE Market	£250	£500	£1,000	£1,500
Annual Coventry Visitor Guide for Leisure Market	£250	£500	£1,000	£1,500
Annual Warwickshire Visitor Guide for Leisure Market	£250	£500	£1,000	£1,500
Hotel Spa Facilities	£100	£100	£100	£100
Hotel Sporting & Fitness Facilities	£100	£100	£100	£100

SPONSORED ADS

	Sponsored Ad
Monthly Sponsored Adds on MeetCoventryandWarwickshire.co.uk	£195
Monthly Sponsored Adds on VisitCoventry.co.uk	£195
Monthly Sponsored Adds on Shakespeares-England.co.uk	£195
Hotel Spa Facilities	£100
Hotel Sporting & Fitness Facilities	£100

If you would like to sponsor our Associations and gain elevated awareness, please get in touch and we'll be happy to talk you through the bespoke opportunities available.







To discover more, please visit
www.cw-partnerships.co.uk

DESTINATION COVENTRY
visit COVENTRY
Coventry City Council
Shakespeare's ENGLAND Warwickshire
Warwickshire County Council
Visit Warwickshire
Coventry & Warwickshire Chamber of Commerce